

IN THE CLAIMS

No claims are amended herein. For the Examiner's convenience, all pending claims are reproduced below.

1 to 11. (Canceled)

12. (Original) A computer-implemented method for capturing and presenting node sequence data, comprising:

receiving input designating a target path comprising a sequence of nodes, the target path further comprising at least one wild card; retrieving, from a stored log, a plurality of records comprising node sequence data; filtering the retrieved records to identify records corresponding to node sequences that match the target path; and outputting a report based on the identified records.

13. (Original) The method of claim 12, wherein the node sequence data comprises website visitation path data, and wherein each node corresponds to at least one web page.

14. (Original) The method of claim 13, further comprising, prior to retrieving the plurality of records:

monitoring web page visits; and storing, in the log, records representing the monitored web page visits.

1 15. (Original) The method of claim 12, wherein the target path comprises a
2 node corresponding to an entry point.

1 16. (Original) The method of claim 12, wherein the target path comprises a
2 node corresponding to an exit point.

1 17. (Original) The method of claim 12, wherein outputting the report com-
2 prises outputting a report indicating relative frequencies of occurrence of node se-
3 quences.

1 18. (Original) The method of claim 12, wherein outputting the report com-
2 prises outputting a report indicating relative frequencies of occurrence of node se-
3 quences that match the target path.

1 19. (Original) The method of claim 12, wherein outputting the report com-
2 prises outputting a graph including lines depicting node sequences, wherein a vis-
3 ual characteristic of the lines indicates relative frequency of occurrence of node se-
4 quences.

1 20. (Original) The method of claim 19, wherein the visual characteristic is
2 thickness.

1 21. (Original) The method of claim 19, wherein the visual characteristic is
2 color.

1 22 to 32. (Canceled)

1 33. (Original) A system for capturing and presenting node sequence data,
2 comprising:
3 a log, for storing a plurality of records comprising node sequence data;
4 an input device, for receiving input designating a target path compris-
5 ing a sequence of nodes, the target path further comprising at
6 least one wild card;
7 a path analysis module, coupled to the log and to the input device, for
8 retrieving records and for filtering the retrieved records to iden-
9 tify records corresponding to node sequences that match the
10 target path; and
11 an output device, coupled to the path analysis module, for outputting
12 a report based on the identified records.

1 34. (Original) The system of claim 33, wherein the node sequence data com-
2 prises website visitation path data, and wherein each node corresponds to at least
3 one web page.

1 35. (Original) The system of claim 34, further comprising:
2 a tracking server, coupled to the log, for monitoring web page visits
3 and for transmitting a signal to the log to store records repre-
4 senting the monitored web page visits.

1 36. (Original) The system of claim 33, wherein the target path comprises a
2 node corresponding to an entry point.

1 37. (Original) The system of claim 33, wherein the target path comprises a
2 node corresponding to an exit point.

1 38. (Original) The system of claim 33, wherein the output device outputs a
2 report indicating relative frequencies of occurrence of node sequences.

1 39. (Original) The system of claim 33, wherein the output device outputs a
2 report indicating relative frequencies of occurrence of node sequences that match the
3 target path.

1 40. (Original) The system of claim 33, wherein the report comprises a graph
2 including lines depicting node sequences, wherein a visual characteristic of the lines
3 indicates relative frequency of occurrence of node sequences.

1 41. (Original) The system of claim 40, wherein the visual characteristic is
2 thickness.

1 42. (Original) The system of claim 40, wherein the visual characteristic is
2 color.

1 43 to 53. (Canceled)

1 54. (Original) A computer program product for capturing and presenting
2 node sequence data, comprising:

3 a computer-readable medium; and

4 computer program code, encoded on the medium, for:

5 receiving input designating a target path comprising a sequence of
6 nodes, the target path further comprising at least one wild
7 card;
8 retrieving, from a stored log, a plurality of records comprising node
9 sequence data;
10 filtering the retrieved records to identify records corresponding to
11 node sequences that match the target path; and
12 outputting a report based on the identified records.

1 55. (Original) The computer program product of claim 54, wherein the node
2 sequence data comprises website visitation path data, and wherein each node corre-
3 sponds to at least one web page.

1 56. (Original) The computer program product of claim 55, further compris-
2 ing computer program code, encoded on the medium, for, prior to retrieving the
3 plurality of records:
4 monitoring web page visits; and
5 storing, in the log, records representing the monitored web page visits.

1 57. (Original) The computer program product of claim 54, wherein the target
2 path comprises a node corresponding to an entry point.

1 58. (Original) The computer program product of claim 54, wherein the target
2 path comprises a node corresponding to an exit point.

1 59. (Original) The computer program product of claim 54, wherein the com-
2 puter program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node sequences.

1 60. (Original) The computer program product of claim 54, wherein the com-
2 puter program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node sequences
4 that match the target path.

1 61. (Original) The computer program product of claim 54, wherein the com-
2 puter program code for outputting the report comprises computer program code for
3 outputting a graph including lines depicting node sequences, wherein a visual char-
4 acteristic of the lines indicates relative frequency of occurrence of node sequences.

1 62. (Original) The computer program product of claim 61, wherein the visual
2 characteristic is thickness.

1 63. (Original) The computer program product of claim 61, wherein the visual
2 characteristic is color.